

# 2019 SPONSORSHIP PROSPECTUS

As a sponsor of the 2019 The Permian Conference & Expo, you will have an opportunity to position your organization as a leader and supporter of the shale oil industry in important international markets.

For pricing and additional information, please contact your BBI International Account Executive at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com).

**A PREMIER TEXAS SHALE OIL EVENT**  
Focused on Permian Play Technologies and Efficiencies

## *The* PERMIAN CONFERENCE & EXPO

**OCTOBER 15-16, 2019**  
MIDLAND, TEXAS





Platinum Level		SOLD TO
Name Badge Lanyard		
Conference Bag		
Session Sponsor		
Platinum Sponsorship		
Gold Level		
Expo Sponsor		
Permian Connect		
Gold Sponsorship		
Add on		
Floor Direction Decals		
Program Ad-Full Pg		
Program Ad-Half Pg		

Platinum Level

Gold Level

# Sponsors Get Noticed

# The PERMIAN

CONFERENCE & EXPO  
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MIDLAND, TX



Marketing/Branding Opportunities	Platinum	Gold
One complimentary (10 X 10) premium Platinum exhibit space in the expo	✓	
One complimentary (10 X 10) Gold exhibit space in the expo		✓
Two e-mail blasts to all conference attendees	✓	
One piece insert in all conference bags	✓	✓
Full page advertisement in onsite program guide	✓	
Two time use of conference mailing list	✓	✓
Company logo and link to company website on every page of the conference website	✓	✓
Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website	✓	✓
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 600,000 impressions	✓	✓
Company literature at designated sponsor table in high traffic area	✓	✓
Logo and 50-word description in onsite program guide	✓	✓
Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓	✓
Opportunity to promote separate side event to conference attendees through the conference website	✓	✓
Complimentary Registrations		
Three complimentary full conference registrations	✓	
Two complimentary full conference registrations		✓
Executive Boardroom Use		
Executive boardroom available for private meetings	✓	





PLATINUM

## Name Badge Lanyard (1 available)

Get all conference attendees to become a walking billboard for your company. By investing in this exclusive advertising, your brand will be constantly viewed and literally worn around the neck of every person at the event. This is one of the best ways to have your company's name viewed throughout ALL areas of the conference. Tremendous bang for your buck!

### Recognition on Name Badge Holder & Lanyard

- Company logo printed on name badge lanyards for all attendees

PLATINUM

## Conference Bag (1 available)

Are you looking for high visibility? This investment ensures that your company's name stands out at the conference. Distributed at the beginning of the event, all attendees receive a show bag and use it throughout the conference. We've even discovered that many attendees use it long after the conference has ended. Put your company's brand on every conference show bag and make your investment count.

### Recognition on Conference Bag

- Company logo printed on conference bag given to all attendees

PLATINUM

## Session Sponsor (1 available)

Your company's name will be displayed during a Session and during all the presentations at the conference. This sponsorship allows you to take advantage of the largest congregation of attendees and the most anticipated part of the conference. In addition, anytime a Session is promoted before, during or after the conference in marketing emails, advertisements and mailings, your name will be included. This sponsorship will allow you to reach a large number of people, even before the event begins.

### Recognition during a session

- Logo on big screen before and after the session and during each presentation
- 30 second speaking spot during a session to promote your product
- Naming rights – example "Your Name Session"
- Any time a session is promoted in conference marketing materials, your name will be included

PLATINUM

## Platinum Sponsorship (1 available)

Get all platinum level benefits and preferred exhibitor booth location as a Platinum Level Sponsor.

### Recognition as a Platinum Sponsor

- Top logo placement on all conference signs promoting sponsors
- Top logo placement on website
- Top logo placement in program guide

GOLD

## Expo Hall (5 available)

The Expo Hall Map sponsorship allows you to have your logo placed on all references of the Expo Hall. Your company logo will be placed online, in the program guide and on large expo hall signage throughout the event.

### Recognition on Maps

- Company logo placed next to Expo Hall Map on the website
- Company logo placed next to Expo Hall Map on all signage throughout the Event
- Company logo placed next to Expo Hall Map on emails sent during the marketing efforts

GOLD

## Permian Connect (1 available)

Permian Connect is an exclusive online social media site for the The Permian Conference & Expo and is the perfect sponsorship for a consulting service or supplier to the industry. Attendees visit the site before, during and after the event, so you'll gain maximum exposure with conference goers looking to make connections and find new products and services. Hundreds of meetings and conversations happen on Permian Connect and by becoming a sponsor you can make sure your company is top of mind. Start connecting with the industry, become the exclusive sponsor of Permian Connect!

### Recognition on Site

- Company logo displayed on Permian Connect in the header
- Logo on online agenda prior to show on Permian Connect
- Logo sent in emails promoting Permian Connect

GOLD

## GOLD Sponsorship (1 available)

As a Gold Level Sponsor, you'll receive all of the Gold Level benefits, as well as gold exhibit booth placement on the trade show floor.

### Recognition as a Gold Sponsor

- Gold level logo placement on all conference signs promoting sponsors
- Gold level logo placement on website
- Gold level logo placement in program guide

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## ADDON PROGRAM GUIDE ADVERTISING



Enhance your visibility and drive attendees to your booth at the The Permian Conference & Expo

**Insertion: Friday, September 6th**

**Artwork: Friday, September 6th**

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting attendees to your booth through the use of an advertisement in the conference program guide. The program guide is given to all 750 attendees at registration and includes the conference schedule and a complete list of all speakers with bios, the poster presentations, and the exhibit hall map. Attendees refer to the guide often, not only on site at the meeting but throughout the year, which gives your advertisement repeated exposure. Exclusive only to exhibitors, sponsors, supporting organizations.

For more info: 866-746-8385, [service@bbiinternational.com](mailto:service@bbiinternational.com)

## ADDON FLOOR DIRECTION DECALS

(5 available)

Enhance your visibility and drive attendees to your booth at The Permian Conference & Expo



Follow your floor decal road! Two foot diameter floor decals with your booth number and logo leading the way to all conference points of interest.

### Recognition on Floor Direction Decals

- Logo and booth # prominently displayed on five (5) floor decals

For more info: 866-746-8385, [service@bbiinternational.com](mailto:service@bbiinternational.com)